

Tuesday June 4, 2019

Dreamville Festival Post Event Update to City Council

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Office of Emergency Management
and Special Events



Raleigh

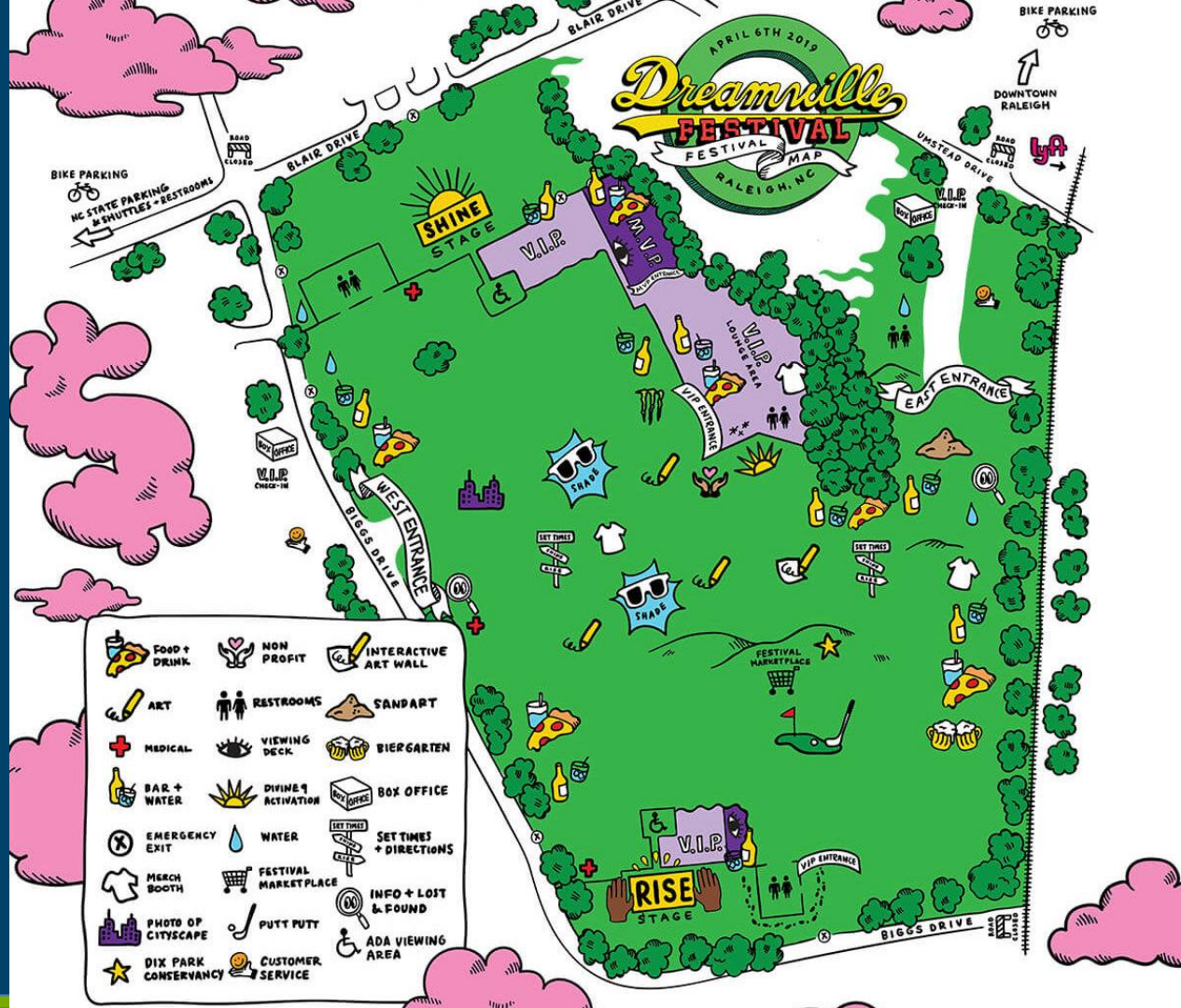




Dreamville Festival

Event Details

- Dorothea Dix Park
- Saturday, April 6, 2019
- 12:00pm – 11:00pm
- Sold-out crowd
- Curated by North Carolina native, J. Cole
- Desire for J. Cole to give back to his home state
- Celebration of local culture, food, and art
- Artsposure, NC State College of Design
- Music combined biggest national acts and up-and-comers
- Two stages, named “Rise” and “Shine”
- No on-site parking available
- Non-profit organizations benefited



- | | | |
|----------------------|----------------------|------------------------|
| FOOD + DRINK | NON PROFIT | INTERACTIVE ART WALL |
| ART | RESTROOMS | SANDPART |
| MEDICAL | VIEWING DECK | BEERGARTEN |
| BAR + WATER | DIVINE ACTIVATION | BOX OFFICE |
| EMERGENCY EXIT | WATER | SET TIMES + DIRECTIONS |
| MERCH BOOTH | FESTIVAL MARKETPLACE | INFO + LOST & FOUND |
| PHOTO OF CITYSCAPE | PUTT PUTT | ADA VIEWING AREA |
| DIX PARK CONSERVANCY | CUSTOMER SERVICE | |



History

Planning encompassed a three-year span

- Initial request submitted to host event in 2017
- Subsequent request approved for September 15, 2018
 - Event later cancelled due to Hurricane Florence
- Festival rescheduled to April 6, 2019



Strengths

- Coordination between local stakeholders
- ScoreMore Shows, Dreamville, Code 4, and BWG
 - Experience, responsiveness, relationships
- Extensive plans
 - Transportation Management Plan, Emergency Action Plan, Crisis Communication Plan, Public Safety Rider, Detailed Maps
- Event infrastructure



Lessons Learned

- How does the City capitalize on large events to benefit the park?
- Formal arrangements on site restoration
- Management of large number of those using ride sharing
- More food and drink points of sale
- Continued enhancement of internal and external transportation plans
- Enhanced and on-going engagement with Council and the community
 - Ask “what was it like as an adjacent neighbor?”



Media Coverage

Total Impressions: 834,074,336

" If J. Cole's inaugural Dreamville Festival was a test for Dorothea Dix Park, consider it aced. "
-The News & Observer (4/8/19)

"Dreamville Festival was a triumph. From the moment the first performance begins, there's almost no letup. By design, the fest is an unceasing torrent of spectacle. "
-The Daily Tar Heel - UNC (4/8/19)

" With peace permeating the air, Cole's headlining set was not only a much-needed break from what was a turbulent week in hip-hop, but a positive way in bringing his home state of North Carolina closer together. "
-Billboard (4/7/19)

" Analysts say it's shaping up to be one of the most successful events in city history. Dreamville certainly lived up to its hype. "
-WTVD TV (NBC Raleigh) (4/8/19)



Visitor Impact

Ticketing Data

- Attendees traveled to Raleigh from all 50 states
- 12 international countries including United Arab Emirates, Australia, Serbia, and the UK
- 39,000 tickets sold



Raleigh

Visitor Impact

Wake County Hotel Data

Hotel Occupancy:

Friday: 90.5% up 18.5%

Saturday: 96.6% up 19%

Average Daily Rate:

Friday: \$101.41 up 7.6%

Saturday: \$108.25 up 12.4%

Rooms Sold:

Friday: up 22.4%

Saturday: up 22.9%



Visitor Impact

Attendance and Spending

April 6, 2019, Attendance 39,000

Raleigh and Wake County Residents (20%) 7,800

Day-Trip Visitors (24%) 9,360

Overnight Visitors (56%) 21,840

Total Visitors (80%) 31,200

Total Visitor Spending (Direct Impact) \$3,794,360



Visitor Impact

Local Tax Revenue

Local Occupancy Tax Revenue Generated	\$103,729
Local Food and Beverage Tax Revenue Generated	\$6,792
Local Sales Tax Revenue Generated	\$104,184
Total Local Tax Revenues Generated	\$233,690



Moving Forward

Dreamville year two and more

- No formal proposal received from Dreamville for 2020
 - Expect same weekend
- Demand from other producers for same format
 - Park can only handle two large* events per year
 - Fall event would have to be after NC State Fair
 - Need for a large event policy



Questions?

